## Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

## **Listing of Claims:**

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Claim 1. (currently amended) A method for <u>reporting a key performance indicator</u> <del>analyzing</del> <del>business data</del>, comprising:

identifying a key performance indicator;

identifying at least one business event associated with the key performance indicator;

receiving a business event message <u>indicating the occurrence of the business event</u>, the <u>business event message</u> including business data describing the business event;

processing the business data to determine determining the value of at the key performance indicator based on the business data; and

transmitting displaying the determined value of the key performance indicator to via a contextual visualization interface for presentation to a user.

Claim 2. (original) A method according to claim 1, wherein the business event message represents a reference event.

Claim 3. (original) A method according to claim 1, wherein the business event message represents a change event.

Claim 4. (original) A method according to claim 1, wherein the business event message represents a threshold event.

Claim 5. (original) A method according to claim 1, wherein the business event message represents a task completion event.

Claim 6. (original) A method according to claim 1, wherein the business event message represents a task failure event.

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Claim 7. (original) A method according to claim 1, wherein the key performance indicator is a prediction, and the step of processing includes applying predictive logic to the business data.

Claim 8. (cancelled).

Claim 9 (new) A system for reporting a key performance indicator, comprising:

a workflow manager operative to:

receive a selection of a key performance indicator;

identify a business event affecting the value of the key performance indicator;

receive a business event message indicating the occurrence of the business event, the business event message including business data describing the business event;

determine the value of the key performance indicator based on the business data; and

output the determined value of the key performance indicator; and

a contextual visualization in communication with the workflow manager and operative to display the value of the key performance indicator.

Claim 10 (new) An apparatus for reporting a key performance indicator, comprising:

a processor;

a memory connected to said processor storing a program to control the operation of said processor;

the processor operative with the program in the memory to:

receive a selection of a key performance indicator;

identify a business event affecting the value of the key performance indicator;

receive a business event message indicating the occurrence of the business event,
the business event message including business data describing the
business event;

determine the value of the key performance indicator based on the business data; and

display the determined value of the key performance indicator.

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